23. Defining, Measuring, and Managing Business Reference Value
Vol. 77, No. 1, January 2013, 68–86
V. Kumar, J. Andrew Petersen, & Robert P. Leone

24. Does Knowledge Base Compatibility Help or Hurt Knowledge Sharing Between Suppliers in Coopetition? The Role of Customer Participation
Vol. 77, No. 6, November 2013, 91–107
Hillbun (Dixon) Ho & Shankar Ganesan

25. Passive and Active Opportunism in Interorganizational Exchange
Vol. 77, No. 6, November 2013, 73–90
Steven H. Seggie, David A. Griffith, & Sandy D. Jap

26. Portfolio Dynamics and Alliance Termination: The Contingent Role of Resource Dissimilarity
Vol. 77, No. 3, May 2013, 15–32
Anna S. Cui

27. Relationship Velocity: Toward a Theory of Relationship Dynamics
Vol. 77, No. 1, January 2013, 13–30
Robert W. Palmatier, Mark B. Houston, Rajiv P. Dant, & Dhruv Grewal

28. The Sales Lead Black Hole: On Sales Reps' Follow-Up of Marketing Leads
Vol. 77, No. 1, January 2013, 52–67
Gaurav Sabnis, Sharmila C. Chatterjee, Rajdeep Grewal, & Gary L. Lilien

CONSUMER BEHAVIOR

29. All That Is Users Might Not Be Gold: How Labeling Products as User Designed Backfires in the Context of Luxury Fashion Brands
Vol. 77, No. 5, September 2013, 75–91
Christoph Fuchs, Emanuela Prandelli, Martin Schreier, & Darren W. Dahl

30. Are Multichannel Customers Really More Valuable? The Moderating Role of Product Category Characteristics
Vol. 77, No. 4, July 2013, 67–85
Tarun Kushwaha & Venkatesh Shankar

31. Can Brands Move In from the Outside? How Moral Identity Enhances Out-Group Brand Attitudes
Vol. 77, No. 2, March 2013, 96–111
Woo Jin Choi & Karen Page Winterich

32. Consumer Evaluations of Sale Prices: Role of the Subtraction Principle
Vol. 77, No. 4, July 2013, 49–66
Abhijit Biswas, Sandeep Bhowmick, Abhijit Guha, & Dhruv Grewal

33. Consumer-Generated Ads: Does Awareness of Advertising Co-Creation Help or Hurt Persuasion?
Vol. 77, No. 3, May 2013, 33–47
Debora V. Thompson & Prashant Malaviya

34. Good and Guilt-Free: The Role of Self-Accountability in Influencing Preferences for Products with Ethical Attributes
Vol. 77, No. 1, January 2013, 104–119
John Peloza, Katherine White, & Jingzhi Shang

35. Growing Existing Customers' Revenue Streams Through Customer Referral Programs
Vol. 77, No. 4, July 2013, 17–32
Ina Garnefeld, Andreas Eggert, Sabrina V. Helm, & Stephen S. Tax

36. How Images of Other Consumers Influence Subsequent Taste Perceptions
Vol. 77, No. 6, November 2013, 124–39
Morgan Poor, Adam Duhachek, & H. Shanker Krishnan

37. The Influence of Disorganized Shelf Displays and Limited Product Quantity on Consumer Purchase
Vol. 77, No. 4, July 2013, 118–33
Iana A. Castro, Andrea C. Morales, & Stephen M. Nowlis

38. An Investigation of the Effectiveness of Uncertainty in Marketing Promotions Involving Free Gifts
Vol. 77, No. 2, March 2013, 112–23
Juliano Laran & Michael Tsiros

39. Not All Repeat Customers Are the Same: Designing Effective Cross-Selling Promotion on the Basis of Attitudinal Loyalty and Habit
Vol. 77, No. 5, September 2013, 21–36
Yuping Liu-Thompkins & Leona Tam

40. Predicting and Managing Consumers' Package Size Impressions
Vol. 77, No. 5, September 2013, 123–37
Nailya Ordabayeva & Pierre Chandon

41. Product Design for the Long Run: Consumer Responses to Typical and Atypical Designs at Different Stages of Exposure
Vol. 77, No. 5, September 2013, 92–107
Jan R. Landwehr, Daniel Wentzel, & Andreas Herrmann

42. Retailers' Use of Partially Comparative Pricing: From Across-Category to Within-Category Effects
Vol. 77, No. 4, July 2013, 33–48
Paul W. Miniard, Shazad Mustapha Mohammed, Michael J. Barone, & Cecilia M.O. Alvarez

43. Rising from the Ashes: How Brands and Categories Can Overcome Product-Harm Crises
Vol. 77, No. 2, March 2013, 58–77
Kathleen Cleeren, Harald J. van Heerde, & Marnik G. Dekimpe

44. Smart Shopping Carts: How Real-Time Feedback Influences Spending
Vol. 77, No. 6, November 2013, 21–36
Koert van Ittersum, Brian Wansink, Joost M.E. Pennings, & Daniel Sheehan

45. Soda Versus Cereal and Sugar Versus Fat: Drivers of Healthful Food Intake and the Impact of Diabetes Diagnosis
Vol. 77, No. 3, May 2013, 101–120
Yu Ma, Kusum L. Ailawadi, & Dhruv Grewal

46. To Buy or Not to Buy: Consumers' Demand Response Patterns for Healthy Versus Unhealthy Food
Vol. 77, No. 2, March 2013, 124–38
Debabrata Talukdar & Charles Lindsey

47. When Do (and Don't) Normative Appeals Influence Sustainable Consumer Behaviors?
Vol. 77, No. 2, March 2013, 78–95
Katherine White & Bonnie Simpson

48. When Does Recognition Increase Charitable Behavior? Toward a Moral Identity-Based Model
Vol. 77, No. 3, May 2013, 121–34
Karen Page Winterich, Vikas Mittal, & Karl Aquino

49. When Humanizing Brands Goes Wrong: The Detrimental Effect of Brand Anthropomorphization Amid Product Wrongdoings
Vol. 77, No. 3, May 2013, 81–100
Marina Puzakova, Hyokjin Kwak, & Joseph F. Rocereto

50. When Value Trumps Health in a Supersized World
Vol. 77, No. 3, May 2013, 48–64
Kelly L. Haws & Karen Page Winterich

CONSUMER HEALTH

51. Soda Versus Cereal and Sugar Versus Fat: Drivers of Healthful Food Intake and the Impact of Diabetes Diagnosis
Vol. 77, No. 3, May 2013, 101–120
Yu Ma, Kusum L. Ailawadi, & Dhruv Grewal

CUSTOMER SATISFACTION

52. Reexamining the Market Share–Customer Satisfaction Relationship
Vol. 77, No. 5, September 2013, 1–20
Lopo L. Rego, Neil A. Morgan, & Claes Fornell

53. Why Do Customers Get More Than They Need? How Organizational Culture Shapes Product Capability Decisions
Vol. 77, No. 1, January 2013, 1–12
Bryan A. Lukas, Gregory J. Whitwell, & Jan B. Heide

DECISION MAKING

54. The Influence of Disorganized Shelf Displays and Limited Product Quantity on Consumer Purchase
Vol. 77, No. 4, July 2013, 118–33
Iana A. Castro, Andrea C. Morales, & Stephen M. Nowlis

55. An Investigation of the Effectiveness of Uncertainty in Marketing Promotions Involving Free Gifts
Vol. 77, No. 2, March 2013, 112–23
Juliano Laran & Michael Tsiros

56. What Drives Managerial Use of Marketing and Financial Metrics and Does Metric Use Affect Performance of Marketing-Mix Activities?
Vol. 77, No. 2, March 2013, 17–40
Ofer Mintz & Imran S. Currim

57. When Does Recognition Increase Charitable Behavior? Toward a Moral Identity-Based Model
Vol. 77, No. 3, May 2013, 121–34
Karen Page Winterich, Vikas Mittal, & Karl Aquino

58. When Value Trumps Health in a Supersized World
Vol. 77, No. 3, May 2013, 48–64
Kelly L. Haws & Karen Page Winterich

DIRECT MARKETING

59. Defining, Measuring, and Managing Business Reference Value
Vol. 77, No. 1, January 2013, 68–86
V. Kumar, J. Andrew Petersen, & Robert P. Leone

60. Growing Existing Customers' Revenue Streams Through Customer Referral Programs
Vol. 77, No. 4, July 2013, 17–32
Ina Garnefeld, Andreas Eggert, Sabrina V. Helm, & Stephen S. Tax

ELECTRONIC COMMERCE

61. The Effects of Positive and Negative Online Customer Reviews: Do Brand Strength and Category Maturity Matter?
Vol. 77, No. 6, November 2013, 37–53
Nga N. Ho-Dac, Stephen J. Carson, & William L. Moore

62. More Than Words: The Influence of Affective Content and Linguistic Style Matches in Online Reviews on Conversion Rates
Vol. 77, No. 1, January 2013, 87–103
Stephan Ludwig, Ko de Ruyter, Mike Friedman, Elisabeth C. Brüggen, Martin Wetzels, & Gerard Pfann

63. The Network Value of Products
Vol. 77, No. 3, May 2013, 1–14
Gal Oestreicher-Singer, Barak Libai, Liron Sivan, Eyal Carmi, & Ohad Yassin

ETHICS AND SOCIAL RESPONSIBILITY

64. Corporate Social Responsibility in Business-to-Business Markets: How Organizational Customers Account for Supplier Corporate Social Responsibility Engagement
Vol. 77, No. 6, November 2013, 54–72
Christian Homburg, Marcel Stierl, & Torsten Bornemann

65. Good and Guilt-Free: The Role of Self-Accountability in Influencing Preferences for Products with Ethical Attributes
Vol. 77, No. 1, January 2013, 104–119
John Peloza, Katherine White, & Jingzhi Shang

66. When Do (and Don't) Normative Appeals Influence Sustainable Consumer Behaviors?
Vol. 77, No. 2, March 2013, 78–95
Katherine White & Bonnie Simpson

INTERNATIONAL MARKETING

67. Brand Licensing: What Drives Royalty Rates?
Vol. 77, No. 5, September 2013, 108–122
Satish Jayachandran, Peter Kaufman, V. Kumar, & Kelly Hewett

LEGAL AND POLITICAL ISSUES

68. Brand Licensing: What Drives Royalty Rates?
Vol. 77, No. 5, September 2013, 108–122
Satish Jayachandran, Peter Kaufman, V. Kumar, & Kelly Hewett

LOGISTICS/PHYSICAL DISTRIBUTION

69. Predicting and Managing Consumers' Package Size Impressions
Vol. 77, No. 5, September 2013, 123–37
Nailya Ordabayeva & Pierre Chandon

MARKET OR INDUSTRY ANALYSIS

70. The Impact of Product Recalls on Future Product Reliability and Future Accidents: Evidence from the Automobile Industry
Vol. 77, No. 2, March 2013, 41–57
Kartik Kalaignanam, Tarun Kushwaha, & Meike Eilert

71. What Is Special About Marketing Organic Products? How Organic Assortment, Price, and Promotions Drive Retailer Performance
Vol. 77, No. 1, January 2013, 31–51
Ram Bezawada & Koen Pauwels

MARKET ORIENTATION

72. Ethnographic Stories for Market Learning
Vol. 77, No. 4, July 2013, 1–16
Julien Cayla & Eric Arnould

73. Why Do Customers Get More Than They Need? How Organizational Culture Shapes Product Capability Decisions
Vol. 77, No. 1, January 2013, 1–12
Bryan A. Lukas, Gregory J. Whitwell, & Jan B. Heide

MARKET SHARE

74. Reexamining the Market Share–Customer Satisfaction Relationship
Vol. 77, No. 5, September 2013, 1–20
Lopo L. Rego, Neil A. Morgan, & Claes Fornell

MARKETING CHANNELS

75. Are Multichannel Customers Really More Valuable? The Moderating Role of Product Category Characteristics
Vol. 77, No. 4, July 2013, 67–85
Tarun Kushwaha & Venkatesh Shankar

76. Does Knowledge Base Compatibility Help or Hurt Knowledge Sharing Between Suppliers in Coopetition? The Role of Customer Participation
Vol. 77, No. 6, November 2013, 91–107
Hillbun (Dixon) Ho & Shankar Ganesan

77. Passive and Active Opportunism in Interorganizational Exchange
Vol. 77, No. 6, November 2013, 73–90
Steven H. Seggie, David A. Griffith, & Sandy D. Jap

78. Retailer Private-Label Margins: The Role of Supplier and Quality-Tier Differentiation
Vol. 77, No. 4, July 2013, 86–103
Anne ter Braak, Marnik G. Dekimpe, & Inge Geyskens

MARKETING–FINANCE INTERFACE

79. Aggressive Marketing Strategy Following Equity Offerings and Firm Value: The Role of Relative Strategic Flexibility
Vol. 77, No. 5, September 2013, 57–74
Didem Kurt & John Hulland

MARKETING IMPLEMENTATION

80. Consumer-Generated Ads: Does Awareness of Advertising Co-Creation Help or Hurt Persuasion?
Vol. 77, No. 3, May 2013, 33–47
Debora V. Thompson & Prashant Malaviya

81. Intrafunctional Competitive Intelligence and Sales Performance: A Social Network Perspective
Vol. 77, No. 5, September 2013, 37–56
Michael Ahearne, Son K. Lam, Babak Hayati, & Florian Kraus

82. What Drives Managerial Use of Marketing and Financial Metrics and Does Metric Use Affect Performance of Marketing-Mix Activities?
Vol. 77, No. 2, March 2013, 17–40
Ofer Mintz & Imran S. Currim

83. When Do Transparent Packages Increase (or Decrease) Food Consumption?
Vol. 77, No. 4, July 2013, 104–117
Xiaoyan Deng & Raji Srinivasan

NONPROFIT, POLITICAL, AND SOCIAL MARKETING

84. To Buy or Not to Buy: Consumers' Demand Response Patterns for Healthy Versus Unhealthy Food
Vol. 77, No. 2, March 2013, 124–38
Debabrata Talukdar & Charles Lindsey

85. What Is Special About Marketing Organic Products? How Organic Assortment, Price, and Promotions Drive Retailer Performance
Vol. 77, No. 1, January 2013, 31–51
Ram Bezawada & Koen Pauwels

86. When Do (and Don't) Normative Appeals Influence Sustainable Consumer Behaviors?
Vol. 77, No. 2, March 2013, 78–95
Katherine White & Bonnie Simpson

87. When Does Recognition Increase Charitable Behavior? Toward a Moral Identity-Based Model
Vol. 77, No. 3, May 2013, 121–34
Karen Page Winterich, Vikas Mittal, & Karl Aquino

ORGANIZATIONAL BUYING

88. Corporate Social Responsibility in Business-to-Business Markets: How Organizational Customers Account for Supplier Corporate Social Responsibility Engagement
Vol. 77, No. 6, November 2013, 54–72
Christian Homburg, Marcel Stierl, & Torsten Bornemann

89. Defining, Measuring, and Managing Business Reference Value
Vol. 77, No. 1, January 2013, 68–86
V. Kumar, J. Andrew Petersen, & Robert P. Leone

ORGANIZATIONAL LEARNING

90. Ethnographic Stories for Market Learning
Vol. 77, No. 4, July 2013, 1–16
Julien Cayla & Eric Arnould

91. The Impact of Product Recalls on Future Product Reliability and Future Accidents: Evidence from the Automobile Industry
Vol. 77, No. 2, March 2013, 41–57
Kartik Kalaignanam, Tarun Kushwaha, & Meike Eilert

92. Portfolio Dynamics and Alliance Termination: The Contingent Role of Resource Dissimilarity
Vol. 77, No. 3, May 2013, 15–32
Anna S. Cui

PERSONAL SELLING

93. Intrafunctional Competitive Intelligence and Sales Performance: A Social Network Perspective
Vol. 77, No. 5, September 2013, 37–56
Michael Ahearne, Son K. Lam, Babak Hayati, & Florian Kraus

PRICING

94. Consumer Evaluations of Sale Prices: Role of the Subtraction Principle
Vol. 77, No. 4, July 2013, 49–66
Abhijit Biswas, Sandeep Bhowmick, Abhijit Guha, & Dhruv Grewal

95. The Innovator's License: A Latitude to Deviate from Category Norms
Vol. 77, No. 1, January 2013, 120–34
Michael J. Barone & Robert D. Jewell

96. Low Prices Are Just the Beginning: Price Image in Retail Management
Vol. 77, No. 6, November 2013, 1–20
Ryan Hamilton & Alexander Chernev

97. Retailers' Use of Partially Comparative Pricing: From Across-Category to Within-Category Effects
Vol. 77, No. 4, July 2013, 33–48
Paul W. Miniard, Shazad Mustapha Mohammed, Michael J. Barone, & Cecilia M.O. Alvarez

98. When Value Trumps Health in a Supersized World
Vol. 77, No. 3, May 2013, 48–64
Kelly L. Haws & Karen Page Winterich

PRODUCT DEVELOPMENT

99. All That Is Users Might Not Be Gold: How Labeling Products as User Designed Backfires in the Context of Luxury Fashion Brands
Vol. 77, No. 5, September 2013, 75–91
Christoph Fuchs, Emanuela Prandelli, Martin Schreier, & Darren W. Dahl

100. Product Design for the Long Run: Consumer Responses to Typical and Atypical Designs at Different Stages of Exposure
Vol. 77, No. 5, September 2013, 92–107
Jan R. Landwehr, Daniel Wentzel, & Andreas Herrmann

101. When Do Transparent Packages Increase (or Decrease) Food Consumption?
Vol. 77, No. 4, July 2013, 104–117
Xiaoyan Deng & Raji Srinivasan

102. Why Do Customers Get More Than They Need? How Organizational Culture Shapes Product Capability Decisions
Vol. 77, No. 1, January 2013, 1–12
Bryan A. Lukas, Gregory J. Whitwell, & Jan B. Heide

PRODUCT VALUE

103. The Network Value of Products
Vol. 77, No. 3, May 2013, 1–14
Gal Oestreicher-Singer, Barak Libai, Liron Sivan, Eyal Carmi, & Ohad Yassin

PROFIT AND COST ANALYSIS

104. Targeting Revenue Leraders for a New Product
Vol. 77, No. 3, May 2013, 65–80
Michael Haenlein & Barak Libai

RELATIONSHIP MARKETING

105. Relationship Velocity: Toward a Theory of Relationship Dynamics
Vol. 77, No. 1, January 2013, 13–30
Robert W. Palmatier, Mark B. Houston, Rajiv P. Dant, & Dhruv Grewal

RETAILING

106. Are Multichannel Customers Really More Valuable? The Moderating Role of Product Category Characteristics
Vol. 77, No. 4, July 2013, 67–85
Tarun Kushwaha & Venkatesh Shankar

107. Branded Service Encounters: Strategically Aligning Employee Behavior with the Brand Positioning
Vol. 77, No. 6, November 2013, 108–123
Nancy J. Sirianni, Mary Jo Bitner, Stephen W. Brown, & Naomi Mandel

108. Consumer Evaluations of Sale Prices: Role of the Subtraction Principle
Vol. 77, No. 4, July 2013, 49–66
Abhijit Biswas, Sandeep Bhowmick, Abhijit Guha, & Dhruv Grewal

109. The Effect of In-Store Travel Distance on Unplanned Spending: Applications to Mobile Promotion Strategies
Vol. 77, No. 2, March 2013, 1–16
Sam K. Hui, J. Jeffrey Inman, Yanliu Huang, & Jacob Suher

110. The Effects of Positive and Negative Online Customer Reviews: Do Brand Strength and Category Maturity Matter?
Vol. 77, No. 6, November 2013, 37–53
Nga N. Ho-Dac, Stephen J. Carson, & William L. Moore

111. The Influence of Disorganized Shelf Displays and Limited Product Quantity on Consumer Purchase
Vol. 77, No. 4, July 2013, 118–33
Iana A. Castro, Andrea C. Morales, & Stephen M. Nowlis

112. Low Prices Are Just the Beginning: Price Image in Retail Management
Vol. 77, No. 6, November 2013, 1–20
Ryan Hamilton & Alexander Chernev

113. More Than Words: The Influence of Affective Content and Linguistic Style Matches in Online Reviews on Conversion Rates
Vol. 77, No. 1, January 2013, 87–103
Stephan Ludwig, Ko de Ruyter, Mike Friedman, Elisabeth C. Brüggen, Martin Wetzels, & Gerard Pfann

114. Not All Repeat Customers Are the Same: Designing Effective Cross-Selling Promotion on the Basis of Attitudinal Loyalty and Habit
Vol. 77, No. 5, September 2013, 21–36
Yuping Liu-Thompkins & Leona Tam

115. Retailer Private-Label Margins: The Role of Supplier and Quality-Tier Differentiation
Vol. 77, No. 4, July 2013, 86–103
Anne ter Braak, Marnik G. Dekimpe, & Inge Geyskens

116. Retailers' Use of Partially Comparative Pricing: From Across-Category to Within-Category Effects
Vol. 77, No. 4, July 2013, 33–48
Paul W. Miniard, Shazad Mustapha Mohammed, Michael J. Barone, & Cecilia M.O. Alvarez

117. Smart Shopping Carts: How Real-Time Feedback Influences Spending
Vol. 77, No. 6, November 2013, 21–36
Koert van Ittersum, Brian Wansink, Joost M.E. Pennings, & Daniel Sheehan

118. Soda Versus Cereal and Sugar Versus Fat: Drivers of Healthful Food Intake and the Impact of Diabetes Diagnosis
Vol. 77, No. 3, May 2013, 101–120
Yu Ma, Kusum L. Ailawadi, & Dhruv Grewal

119. To Buy or Not to Buy: Consumers' Demand Response Patterns for Healthy Versus Unhealthy Food
Vol. 77, No. 2, March 2013, 124–38
Debabrata Talukdar & Charles Lindsey

120. What Is Special About Marketing Organic Products? How Organic Assortment, Price, and Promotions Drive Retailer Performance
Vol. 77, No. 1, January 2013, 31–51
Ram Bezawada & Koen Pauwels

SALES FORCE MANAGEMENT

121. Intrafunctional Competitive Intelligence and Sales Performance: A Social Network Perspective
Vol. 77, No. 5, September 2013, 37–56
Michael Ahearne, Son K. Lam, Babak Hayati, & Florian Kraus

122. The Sales Lead Black Hole: On Sales Reps' Follow-Up of Marketing Leads
Vol. 77, No. 1, January 2013, 52–67
Gaurav Sabnis, Sharmila C. Chatterjee, Rajdeep Grewal, & Gary L. Lilien

SALES FORECASTING

123. Product Design for the Long Run: Consumer Responses to Typical and Atypical Designs at Different Stages of Exposure
Vol. 77, No. 5, September 2013, 92–107
Jan R. Landwehr, Daniel Wentzel, & Andreas Herrmann

124. Targeting Revenue Leraders for a New Product
Vol. 77, No. 3, May 2013, 65–80
Michael Haenlein & Barak Libai

SALES PROMOTION

125. An Investigation of the Effectiveness of Uncertainty in Marketing Promotions Involving Free Gifts
Vol. 77, No. 2, March 2013, 112–23
Juliano Laran & Michael Tsiros

126. Not All Repeat Customers Are the Same: Designing Effective Cross-Selling Promotion on the Basis of Attitudinal Loyalty and Habit
Vol. 77, No. 5, September 2013, 21–36
Yuping Liu-Thompkins & Leona Tam

127. Predicting and Managing Consumers' Package Size Impressions
Vol. 77, No. 5, September 2013, 123–37
Nailya Ordabayeva & Pierre Chandon

SEGMENTATION

128. Targeting Revenue Leraders for a New Product
Vol. 77, No. 3, May 2013, 65–80
Michael Haenlein & Barak Libai

SERVICE MARKETING

129. Branded Service Encounters: Strategically Aligning Employee Behavior with the Brand Positioning
Vol. 77, No. 6, November 2013, 108–123
Nancy J. Sirianni, Mary Jo Bitner, Stephen W. Brown, & Naomi Mandel

130. Growing Existing Customers' Revenue Streams Through Customer Referral Programs
Vol. 77, No. 4, July 2013, 17–32
Ina Garnefeld, Andreas Eggert, Sabrina V. Helm, & Stephen S. Tax

SHOPPING BEHAVIOR

131. Smart Shopping Carts: How Real-Time Feedback Influences Spending
Vol. 77, No. 6, November 2013, 21–36
Koert van Ittersum, Brian Wansink, Joost M.E. Pennings, & Daniel Sheehan

SHOPPER MARKETING

132. The Effect of In-Store Travel Distance on Unplanned Spending: Applications to Mobile Promotion Strategies
Vol. 77, No. 2, March 2013, 1–16
Sam K. Hui, J. Jeffrey Inman, Yanliu Huang, & Jacob Suher

STRATEGIC MARKETING

133. Aggressive Marketing Strategy Following Equity Offerings and Firm Value: The Role of Relative Strategic Flexibility
Vol. 77, No. 5, September 2013, 57–74
Didem Kurt & John Hulland

134. Ethnographic Stories for Market Learning
Vol. 77, No. 4, July 2013, 1–16
Julien Cayla & Eric Arnould

135. The Impact of Product Recalls on Future Product Reliability and Future Accidents: Evidence from the Automobile Industry
Vol. 77, No. 2, March 2013, 41–57
Kartik Kalaignanam, Tarun Kushwaha, & Meike Eilert

136. Portfolio Dynamics and Alliance Termination: The Contingent Role of Resource Dissimilarity
Vol. 77, No. 3, May 2013, 15–32
Anna S. Cui

137. Reexamining the Market Share–Customer Satisfaction Relationship
Vol. 77, No. 5, September 2013, 1–20
Lopo L. Rego, Neil A. Morgan, & Claes Fornell

138. Relationship Velocity: Toward a Theory of Relationship Dynamics
Vol. 77, No. 1, January 2013, 13–30
Robert W. Palmatier, Mark B. Houston, Rajiv P. Dant, & Dhruv Grewal

139. Retailer Private-Label Margins: The Role of Supplier and Quality-Tier Differentiation
Vol. 77, No. 4, July 2013, 86–103
Anne ter Braak, Marnik G. Dekimpe, & Inge Geyskens

140. What Drives Managerial Use of Marketing and Financial Metrics and Does Metric Use Affect Performance of Marketing-Mix Activities?
Vol. 77, No. 2, March 2013, 17–40
Ofer Mintz & Imran S. Currim

AUTHOR INDEX

	Item Number
Ahearne, Michael	81, 93, 121
Ailawadi, Kusum L.	45, 51, 118
Alvarez, Cecilia M.O.	42, 97, 116
Aquino, Karl	48, 57, 87
Arnould, Eric	72, 90, 134
Barone, Michael J.	5, 16, 42, 95, 97, 116
Bezawada, Ram	71, 85, 120
Bhowmick, Sandeep	32, 94, 108
Biswas, Abhijit	32, 94, 108
Bitner, Mary Jo	13, 107, 129
Bornemann, Torsten	22, 64, 88
Brown, Stephen W.	13, 107, 129
Brüggen, Elisabeth C.	62, 113
Carmi, Eyal	18, 63, 103
Carson, Stephen J.	15, 61, 110
Castro, Iana A.	37, 54, 111
Cayla, Julien	72, 90, 134
Chandon, Pierre	40, 69, 127
Chatterjee, Sharmila C.	28, 122
Chernev, Alexander	17, 96, 112
Choi, Woo Jin	1, 14, 31
Cleeren, Kathleen	6, 19, 43
Cui, Anna S.	26, 92, 136
Currim, Imran S.	56, 82, 140
Dahl, Darren W.	11, 29, 99
Dant, Rajiv P.	27, 105, 138
Dekimpe, Marnik G.	6, 19, 43, 78, 115, 139
Deng, Xiaoyan	20, 83, 101
De Ruyter, Ko	62, 113
Duhachek, Adam	4, 36
Eggert, Andreas	35, 60, 130
Eilert, Meike	70, 91, 135
Fornell, Claes	52, 74, 137
Friedman, Mike	62, 113
Fuchs, Christoph	11, 29, 99
Ganesan, Shankar	24, 76
Garnefeld, Ina	35, 60, 130
Geyskens, Inge	78, 115, 139
Grewal, Dhruv	27, 32, 45, 51, 94, 105, 108, 118, 138
Grewal, Rajdeep	28, 122
Griffith, David A.	25, 77
Guha, Abhijit	32, 94, 108

	Item Number
Haenlein, Michael	104, 124, 128
Hamilton, Ryan	17, 96, 112
Haws, Kelly L.	50, 58, 98
Hayati, Babak	81, 93, 121
Heide, Jan B.	53, 73, 102
Helm, Sabrina V.	35, 60, 130
Herrmann, Andreas	41, 100, 123
Hewett, Kelly	12, 67, 68
Ho, Hillbun (Dixon)	24, 76
Ho-Dac, Nga N.	15, 61, 110
Homburg, Christian	22, 64, 88
Houston, Mark B.	27, 105, 138
Huang, Yanliu	109, 132
Hui, Sam K.	109, 132
Hulland, John	79, 133
Inman, J. Jeffrey	109, 132
Jap, Sandy D.	25, 77
Jayachandran, Satish	12, 67, 68
Jewell, Robert D	5, 16, 95
Kalaignanam, Kartik	70, 91, 135
Kaufman, Peter	12, 67, 68
Kraus, Florian	81, 93, 121
Krishnan, H. Shanker	4, 36
Kumar, V.	12, 23, 59, 67, 68, 89
Kurt, Didem	79, 133
Kushwaha, Tarun	30, 70, 75, 91, 106, 135
Kwak, Hyokjin	7, 21, 49
Lam, Son K.	81, 93, 121
Landwehr, Jan R.	41, 100, 123
Laran, Juliano	38, 55, 125
Leone, Robert P.	23, 59, 89
Libai, Barak	18, 63, 103, 104, 124, 128
Lilien, Gary L.	28, 122
Lindsey, Charles	46, 84, 119
Liu-Thompkins, Yuping	39, 114, 126
Ludwig, Stephan	62, 113
Lukas, Bryan A.	53, 73, 102
Ma, Yu	45, 51, 118
Malaviya, Prashant	2, 33, 80
Mandel, Naomi	13, 107, 129
Miniard, Paul W.	42, 97, 116
Mintz, Ofer	56, 82, 140
Mittal, Vikas	48, 57, 87
Mohammed, Shazad Mustapha	42, 97, 116
Moore, William L.	15, 61, 110
Morales, Andrea C.	37, 54, 111
Morgan, Neil A.	52, 74, 137
Nowlis, Stephen M.	37, 54, 111
Oestreicher-Singer, Gal	18, 63, 103
Ordabayeva, Nailya	40, 69, 127
Palmatier, Robert W.	27, 105, 138
Pauwels, Koen	71, 85, 120
Peloza, John	3, 34, 65
Pennings, Joost M.E.	44, 117, 131
Petersen, J. Andrew	23, 59, 89
Pfann, Gerard	62, 113
Poor, Morgan	4, 36
Prandelli, Emanuela	11, 29, 99
Puzakova, Marina	7, 21, 49
Rego, Lopo L.	52, 74, 137
Rocereto, Joseph F.	7, 21, 49
Sabnis, Gaurav	28, 122
Schreier, Martin	11, 29, 99
Seggie, Steven H.	25, 77
Shang, Jingzhi	3, 34, 65
Shankar, Venkatesh	30, 75, 106
Sheehan, Daniel	44, 117, 131
Simpson, Bonnie	47, 66, 86
Sirianni, Nancy J.	13, 107, 129
Sivan, Liron	18, 63, 103
Srinivasan, Raji	20, 83, 101
Stierl, Marcel	22, 64, 88
Suher, Jacob	109, 132
Talukdar, Debabrata	46, 84, 119
Tam, Leona	39, 114, 126
Tax, Stephen S.	35, 60, 130
Ter Braak, Anne	78, 115, 139
Thompson, Debora V.	2, 33, 80
Tsiros, Michael	38, 55, 125
Van Heerde, Harald J.	6, 19, 43
Van Ittersum, Koert	44, 117, 131
Wansink, Brian	44, 117, 131
Wentzel, Daniel	41, 100, 123
Wetzels, Martin	62, 113
White, Katherine	3, 34, 47, 65, 66, 86
Whitwell, Gregory J.	53, 73, 102
Winterich, Karen Page	1, 14, 31, 48, 50, 57, 58, 87, 98
Yassin, Ohad	18, 63, 103